

THE CITY OF NORWALK
REQUEST FOR QUOTATIONS AND SPECIFICATIONS FOR
WEBSITE DESIGN AND DEVELOPMENT SERVICES

INSTRUCTIONS TO VENDOR

1) Right to Accept and Reject Quotations

- The City of Norwalk reserves the right to waive any irregularities, reject any or all quotations, and modify or negotiate any and all quotations received in conjunction with this Request for Quotation.
- This Request for Quotation in no manner obligates the City to an eventual contract for any items described, implied, or which may be proposed, until confirmed by written agreement (and approved by the City Council -if necessary) and may be terminated by the City without penalty or obligation at any time prior to the signing of a contract by all parties.

2) Quotation Submission and Procedures

- Quotations are to include all information as stated in the General Requirements.
- Expenses for developing and presenting quotations shall be the entire responsibility of the Vendor and shall not be chargeable to the City.
- **An original and five (5) copies of the quotation shall be submitted to the The City of Norwalk, 705 North Avenue, Norwalk, Iowa, 50211, clearly marked on the outside of the package with Vendor's name, address, and Website Design and Development Request for Quotation.**
- **Quotations must be received before 4:00 p.m. on July 28, 2016.**
- Quotations received after the time and date for receipt of quotations will not be opened or considered and will be returned to the Vendor.
- Quotations must identify a single point of contact on behalf of the Vendor.
- The City of Norwalk will clarify or correct any questions in writing and convey to all Vendors. Oral explanations or instructions will not bind the City. Questions should be directed to Tim Geyer at tgeyer@norwalk.iowa.gov. Questions must be received by July 22, 2016.
- The selected Vendor for the project will be notified by August 1, 2016, of the City's intent to present a contract to the City Council for approval.
- Official awarding of the contract will follow the City Council meeting on Thursday, August 4, (pending Council approval) with phase 1 to begin immediately thereafter.

3) Withdrawal of Quotations

- A quotation may not be modified, withdrawn or canceled by the Vendor for a period of thirty (30) days following the time and date designated for the receipt of quotations, and Vendor so agrees in submitting his/her quotation.
- Prior to the time and date designated for receipt of quotations, quotations submitted early may be modified or withdrawn only by notice to the Mayor. Such notice shall be in writing and must be received prior to the date and time set for receipt of quotations.

4) Indemnification and Insurance

- The Vendor awarded a contract shall be responsible to the City for the acts and omissions of all his/her employees and all subcontractors, their agents and employees, and all other persons performing any of the work under a contract with the Vendor.
- The Vendor awarded a contract shall continuously maintain adequate protection of all of his/her work from damage and shall protect the City's property from damage or loss arising in connection with this Contract, and make good any such damage, injury or loss from whatever cause.

GENERAL REQUIREMENTS

1) General

- This Request for Quotation (RFQ) contains requests for specific information. Vendors however, in responding to this RFQ, are encouraged to provide any additional information they believe relevant.
- Vendors are encouraged to examine all sections of this RFQ carefully.

2) Variations

- In those cases where mandatory requirements are stated, material failure to meet those requirements could result in disqualification of the Vendor's response. Any deviation or exception from RFQ specifications must be clearly identified by the Vendor in its quotation, specifically under the category, "Alternate Quotations."

3) Quotation Format

- An original and five (5) copies of quotations are to be submitted. The original document must have an original signature (not copied).

4) The Contract Documents

- The final contract documents will consist of at a minimum, the Request For Quotation (RFQ), Vendor's response to the RFQ, an Agreement written by the The City of Norwalk and a City Purchase Order.

5) Quotation Evaluations

- Quotations will be evaluated on the basis of the Vendor's ability to meet the needs and desires of the City as outlined in this proposal, as well as service, delivery and price.
- The City will determine the successful Vendor and City representatives will conduct the evaluation process.
- The City reserves the right to reject any and all quotations, wholly or in part, waive any irregularities in bidding, and to make awards which, in the opinion of the City, are in its best interest. The City does not herein limit the methods or factors to be used for evaluation.
- Submission of a proposal in response to this request is your acknowledgment that subjective criteria will be used in the evaluation of all quotations.

6) Miscellaneous Requirements

- All in-City Vendor work must be completed Monday through Friday from 8 a.m. to 4:30 p.m., excluding City holidays unless otherwise agreed to in writing by both the City and the Vendor.

7) Termination

- The City shall have the right to terminate the contract with the Vendor at will without penalty pursuant to thirty (30) days written notice of termination to the Vendor.

8) Severability

- Vendor agrees that, in the event of a dispute, Laws of the State of Iowa will prevail.
- It is understood and agreed that if any part, term, or provision of this Agreement is by the courts held to be illegal or in conflict with any law of the state where made, the validity of the remaining portions or provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the Agreement did not contain the particular part, term, or provision held to be invalid.

9) Contracts and Agreements

- Vendor must include copies of all applicable contracts and agreements that would be required for completion of purchase or installment purchase agreements, including all financing, warranty agreements, and software maintenance and license agreements.
- All Vendor contracts and agreements must meet the City's approval before becoming part of an official agreement.

SCOPE OF SERVICES AND SPECIFICATIONS

The City of Norwalk seeks quotations for the design and development of a new City website and sub-sites for the departmental divisions within the City. The selected Vendor will provide either a proprietary or open-source content management system, site design, page construction, training and testing. These steps will result in the design, development and implementation of websites across the City.

The City site serves as the main communication tool for City-wide information. Departmental sites are a key resource for the patrons they serve. This project aims to bring a new level of consistency to all sites, both functionally and visually, to better serve the City's many stakeholders.

At the same time, the City wishes to develop departmental web pages that are obviously part of the overall City family of sites while allowing each department the flexibility to communicate its unique personality. At the City level, this will be an opportunity to completely rethink the content strategy and end-user features.

Because technology access of the end-user stakeholders varies throughout the City, page load time as well as compatibility among a wide range of operating systems and software versions are an important factor in the design plan.

This project will also seek to create consistency in site management. The City would like to pursue the adoption of a single content management system for all of the newly developed web pages.

The scope of this proposal is as follows:

- customize a content management system that allows for permissions-based editing (to the folder level) and allows for content to be pushed from the City level to all departmental sites.

All Vendor responses should specifically address prior experience working on large, complex sites similar to the scope of the City.

Vendors not using a proprietary, in-house content management system should specifically address their experience developing in the selected system

- design separate top-level pages for these categories: the City site, departmental sites
- creation of templates for the design of the remainder of the site in a manner consistent with the top-level pages
- provide training to the City staff and City technical staff to allow for site maintenance, expansion and enhancements

PROJECT PHASES

The project will consist of five phases:

- Phase I - Requirements Gathering and Project Planning
- Phase II – Concepting and Design
- Phase III - Development and Testing
- Phase IV - Implementation (Training and Maintenance Turnover)
- Phase V - Ongoing Content Maintenance and Security Monitoring

SPECIFICATIONS: PHASE I – REQUIREMENTS GATHERING AND PROJECT PLANNING

Requirements Document

The Vendor will compile a Requirements Document, in a format to be proposed by the Vendor in the proposal and refined after acceptance of the proposal, for the The City of Norwalk websites. The City requests that in the preparation of the Requirements Document the Vendor will consider items including:

- current research and best practices concerning the use of web technologies
- ADA compliance and conformance with guidelines of W3C's Web Accessibility Initiative;
- use of a content management system and distributed authorship;
- responsive, mobile-friendly site design;
- browser and platform compatibility standards;
- site load time;
- site-specific search capabilities available on every webpage;
- form creation and processing;
- development of a calendaring and current events system
- detailed analytics reporting (Google analytics preferred);
- password protection for areas available only to internal audiences;
- integration of video, audio, photography and social media;
- creation of a staff directory;
- breadcrumb navigation on every page;
- multilingual support available on every page.

SPECIFICATIONS: PHASE II – CONCEPTING, DESIGN AND CONTENT MANAGEMENT

Concepting

The selected Vendor will provide creative treatment for three (3) concepts for the City site as a means of meeting the requirements identified in Phase I. Based on the selected concept, Vendor will proceed with one (1) concept for each of the following: City level templates, departmental homepages.

The selected Vendor shall work with the City to combine research, knowledge of the City's needs, and web technology to create a site strategy and navigational structure that best meets the needs of the City and its departments.

Content Management System Specifications

The Vendor will specify the content management system recommended for use on this project and provide evidence of experience utilizing this platform for sites similar in complexity to the City's. The City retains the right of final approval on all Web tools that are to be used.

SPECIFICATIONS: PHASE III - DEVELOPMENT AND TESTING

Development and Testing

The selected Vendor will develop those portions of the website agreed upon by the Vendor and the City, complete with source code and documented testing. Vendor will also provide technical documentation regarding site architecture.

SPECIFICATIONS: PHASE IV - IMPLEMENTATION

Maintenance Training

The Vendor will be required to provide training to the City staff for the maintenance of the new site. The Vendor will also provide maintenance documentation. Part of this proposal will be a suggested format for the documentation and an outline of a plan to complete this training, including format and duration of the training.

Beta/Cutover Test Plan

The selected Vendor will be responsible for submitting a complete cutover and Beta Test plan to move the City from the old site to the new site.

Server Configuration and Required Software

The Vendor will provide required server configuration and software needed for finished site. If the site is to be hosted by the Vendor, provide the specifications to be given to the operation of the site by the Vendor.

Support

Ongoing Support: phone support with a City-level contact(s) for the first twenty-four (24) months following launch of the system.

SPECIFICATIONS: PHASE V - ONGOING CONTENT MAINTENANCE AND SECURITY MONITORING

Content Maintenance

The Vendor will be required to complete a yearly update of City provided content to the web system. Such items as (but not limited to) City calendars, staff directory information are to be updated on an annual basis. Other content provided by the City may be updated on a more frequent basis depending on the nature of the content and/or its intended audience.

Security Monitoring

The Vendor shall provide the City with a hosted solution that maintains the most up to date security techniques as well as the most up to date software for all aspects of the web system. Any breaches of security measures shall be disclosed to the City as well as to the public by the Vendor in conjunction with the City. Any information breaches shall be reported to all affected parties by the Vendor. The Vendor will supply the City with at least bi-monthly security reports on login and security related information.

ADDITIONAL FEATURES REQUESTS

Specifically, the City is interested in availability and costs of the following items as possible additions to the base Request for Quotations:

- Content Migration: migration of content from identified pages on the City's current site to the new content management system. Please include hourly rate and a not-to-exceed value for both 500 and 1,000 pages.
- Costs associated with a 3 year contract for service for updates and site maintenance.

GENERAL INFORMATION

Timeframe The City expects the following deliverable dates to be met, unless otherwise agreed to at the onset of the project:

- The City/departmental sites should be ready no later than December 31, 2016

Project Timeline

Upon award, City and Vendor will agree on the project's timeline. The timeline should clearly break the project into tasks with anticipated completion dates. Any plan developed must take into account long-term maintenance by City staff.

Evaluation of the Project

Upon selecting a Vendor, the City will work with the Vendor to formalize a process for evaluation of the project and determine the criteria for acceptance.

Price

Quotations should include all costs and descriptive information on the various components of this project. Quotations should also list any hardware or software requirements that are expected to be available at City.

Ownership

The City requires that any design ideas, concepts, source code, custom scripts and graphic elements provided as a result of this project become the property of the The City of Norwalk and may be used by the City at any time. Additionally, the City may make subsequent change to the site at its discretion. All rights of ownership will reside with The City of Norwalk. Any copyrightable subject matter or works will be considered Works for Hire. The The City of Norwalk may add a copyright notice to its site if it so chooses. Upon completion, City web pages will not name, identify or link to the Vendor that developed it.

Process Review

The The City of Norwalk will require that the successful Vendor be available as needed to review the progress of the project. Please include in the proposal a process for reviewing the progress of the project.

References

Include in your proposal a list of three (3) or more customers for whom the Vendor has provided similar services. The City is particularly interested in related clients, either City or government institutions. For each reference provided, please describe the project and the work performed, and provide the customer's name, address, contact person's name, telephone number, and web address. Provide at least five (5) additional web addresses where your firm has been a consultant or designer.

Employee Conduct

During the contract term, the The City of Norwalk shall retain the right to require the Vendor at any time to remove from City property any employee, agent, or representative of the Vendor whose conduct, appearance, or performance is reasonably deemed by the City to be unacceptable.

Capacity and Capability

Describe your firm's approach to providing and managing the services described in this proposal. Detail your firm's ability, depth of experience, and expertise as it relates to each phase of the project. Discuss how your firm will coordinate or provide services that may not be available in house. Provide information that demonstrates your firm's capacity and capability to perform work, including any specialized services. Provide a summary of current work and a statement regarding ability to assign adequate staff and resources to meet project schedules. Provide a summary of your firm's experience in training people. Describe how your firm proposes to handle training.

PROPOSAL FORMAT AND EVALUATION CRITERIA

Quotations shall be evaluated on the following criteria:

- Ability to meet the requirements set forth in this Request for Quotations
- References from customers of sites similar in size and complexity
- Experience of Vendor in a government or nonprofit setting
- Graphical excellence of websites designed previously by Vendor
- Ability to meet the project's established deadline
- Overall project cost